

CHEW THINGS OVER WITH THREE OF THE COUNTRY'S TOP CREATIVE DIRECTORS

Creative Directors' Dinner



The Creative Directors' Dinner is like no other D&AD Creative Training workshop.

For one thing, it takes place in the evening, not during the day (on the basis that creative directors, especially newly appointed ones, are busy people, and cannot be spared from their day jobs).

For another, as its name suggests, it is held in the convivial surroundings of a restaurant over dinner.

You'll be joined by three creative directors who will be passing on their wisdom and answering questions, no matter which dinner you attend. At our last dinner, for example, Patrick Collister, Head of Design at Google, George Prest, Executive Creative Director and Vice-President at R/GA, and Laura Jordan-Bambach, Creative Partner at Mr. President, did the honours.

Heading up a creative team isn't easy. It's a job that nobody, but nobody, teaches you how to do.

Usually, creative directors are promoted into the position because of their talent and award-winning work. Not because they know how to run a department.

In most cases, they've never held any type of management post before. And like all management jobs, being a creative director calls for a different set of skills from those of a writer, art director or designer.

Which brings us to the Creative Directors' Dinner.

It's a chance to spend an evening picking the brains of three highly experienced creative directors, to learn as much as possible about how they do their jobs. In the process, you will end up understanding much better how to do yours.

"It's a job that nobody, but nobody, teaches you how to do."

What happens at the dinner?

We begin things at the D&AD Training Studio near our offices in the East End of London.

Our Senior Manager of Professional Development, Sarah Jupp, hosts what she describes as a "warm-up session".

She talks about what will happen during the evening. She leads a short brainstorm in which the delegates are asked to suggest what sorts of qualities a successful creative director should possess. She passes on useful tips. Finally she highlights the importance of constant self-reflection to achieve self-improvement.

At this point, everybody clambers into cabs and heads for the restaurant chosen for the evening's dinner.

At the restaurant you will be seated next to one of the senior creative directors, to give you the chance to have a one-to-one conversation.

After each course, you will swap places with somebody else, so by the end of the meal you will have spoken to all three senior creative directors,

and been able to question each of them on your personal challenges.

Again, taking the example of our most recent dinner, feedback is always positive.

As Penny Parnell, Creative Director at Team Spirit, wrote afterwards, 'I thoroughly enjoyed it. I came away from the evening inspired, more knowledgeable and energised'.

Who it's for

- Creative people who have recently been appointed to lead a creative team
- Those who aspire to be a creative director, or are about to become one
- Creative group heads with a number of teams under their supervision
- Anyone who wishes to learn more about being a creative director